

CONFIDENTIAL
For invited persons only

Government Relations for TransparentBusiness Overview and FAQ

This Program is designed to provide selected government relations firms with an opportunity to earn exceptional financial compensation, as a combination of cash and equity, by promoting transparency which can save state governments hundreds of millions dollars, at no cost to taxpayers.

This Program was launched in September of 2017 but has already been joined by lobbying firms in many states and resulted in significant progress in Ohio, Maryland, California, North Carolina, Los Angeles, Virginia. Baltimore City has committed to using our services and [NYC Department of Information Technology and Telecommunications](#) is conducting a review. Success in any jurisdiction increases value of TransparentBusiness stock and makes it easier to replicate this success elsewhere.

[The Wall Street Journal recently reported](#): "In 2011, two-year-old Uber Technologies Inc. tapped Bradley Tusk to help the car-service app navigate the governments that held the key to its ability to expand into new cities. Mr. Tusk, a past campaign manager for former New York Mayor Michael Bloomberg, accepted Uber stock as payment for his services. Today, Uber is valued at \$51 billion, up from \$330 million at the end of 2011, increasing, on paper, the value of Mr. Tusk's small stake more than 150-fold." Now Mr. Tusk operates [Tusk Ventures](#) which specializes in lobbying-for-equity deals and defines himself as a venture capitalist.

This summary outlines the reasons why, in addition to cash retainers, the return on the time you invest in the TransparentBusiness project in exchange for our stock may exceed the 15,000% Mr. Task enjoyed in the Uber case, in addition to cash payments available under the terms of this Program, as discussed below.

Continued -->

SAIC overbilled New York City \$500 million on a single IT project.
Tens of billions lost nationwide. **Are you protected from contractual overbilling?**



Protection from Contractual Overbilling No Investment or Deployment Needed



A Fraud, Waste and Abuse reducing solution available from ADP, the leading U.S. payroll processing company



Makes **every billed hour verifiable**, with screenshots of the work process taken every three minutes



Puts an end to padded invoices, saves millions of dollars



The cost of compliance is borne by contractors, simply require them to provide transparent verification of billed hours



Eliminates non-work related time-wasting activities; **increases productivity by 15-40%**



Real-time Gantt charts show the exact status and cost of each task and project



Easy coordination of telecommuters and other remote workers



Strong privacy protection and data security



Silvina Moschini,
President of TransparentBusiness

"The Top People Management Solution"
- Citigroup

Watch video summary and sign up at
www.TransparentBusiness.com

Q: What is TransparentBusiness and is it scalable?

Designated by Citigroup as the "Top People Management Solution", our TransparentBusiness.com platform greatly increases productivity of remote work, protects from overbilling, allows for easy monitoring and coordination of geographically distributed workforce and provides real-time information on the cost and status of all tasks and projects, see [video summary](#). As discussed in [our investment deck](#), TransparentBusiness is a partner of Google, Microsoft, SAP, Cisco Systems, ADP and Facebook.

TransparentBusiness may become larger than the \$60B Salesforce.com, as our potential audience is at least 30 times larger. Whereas Salesforce only services B2B sales professionals, TransparentBusiness can be used to monitor and coordinate any type of computer-based work, including IT and BPO outsourcing, telecommuting, managing domestic and foreign branches, contractors, attorneys, accountants, architects, consultants, etc.

Similarly, TransparentBusiness is more scalable than Uber as our expansion does not involve the complex logistic of engaging and vetting tens of thousands of drivers.

**Q: What benefits do you offer to federal, state and municipal government agencies?
What will be my Government Relations objective?**

TransparentBusiness protects government agencies from overbilling to which governments lose tens of millions, even up to billions of dollars, see [video1](#) and [video2](#). For example, New York City was recently [overbilled HALF A BILLION dollars](#) on just a single municipal project.

Importantly, the government does not have to incur any cost: it can simply require its contractors to provide transparent verification of the time they bill using our tool. The government will also be able to [see the exact status and the cost of every task](#), [without privacy risks](#).

Your primary task is to persuade government entities to adopt automatic and transparent verification of billable hours. This would allow TransparentBusiness to get most of the resulting business using its "first mover's" advantage.

Q: What prompted you to start this Government Relations program?

1. Last year, our proposal received a strong support from Obama Administration. It validated our belief that the government may be interested in using TransparentBusiness to reduce Fraud, Waste and Abuse;
2. Our largest client is a government: last year, we received \$1.3M for [a pilot for the Ministry of Labor of the Kingdom of Saudi Arabia](#) and the revenues from that account may scale up to eight-figures;and,
3. We have a good traction with some other governments as well. Ukraine selected us for their [CloudsourceToUkraine.com](#) program and we've received strong support from the governments of Belarus, Argentina and Peru; [Colombia included TransparentBusiness for its Telework Pact](#); the recent [President of Costa Rica Laura Chinchilla](#) joined us as the Chairwoman of our SheWorks! project.

Q: May I also “lobby” major corporations?

Absolutely! We recognize that many of you have developed strong connections with NGOs and major corporations located in your state and elsewhere. We encourage you to present TransparentBusiness as a free contractor management tool to appropriate connections. You will be entitled to 20% on all resulting gross revenues PLUS the matching number of shares.

Let's say that your referrals resulted in \$5M; in this case you will receive one million dollars and one million shares. If TransparentBusiness goes public at industry-average \$20 per share, you will have made \$21 million dollars. The same stock will be worth over \$600 million if we reach the Salesforce's valuation.

Q: Are such high returns realistic?

Nobody can guarantee similar returns, but you will be participating in a project where many experienced professionals are working on creating tremendous value: a policy requiring government contractors to provide transparent verification of billable hours in just one state, would result in many major companies becoming clients of TransparentBusiness. Replicating this policy nationwide would result in creating a major SaaS company valued in tens of billions of dollars and you can be a major beneficiary of this success.

Well-chosen stock-for-services deals generate enormous wealth for the service providers. For example, a high-school dropout [made half a billion dollars](#) by painting Facebook walls for stock in 2005 and most Silicon Valley millionaires made their fortune by having stock in the right kind of companies. Click on the image below to watch a one-minute video explanation of the concept. More case studies can be found at our affiliated www.Stock4Services.com website.



How to make a billion -

Q: Is it a contingency deal for Government Relations?

No, it is not, as contingency-based lobbying is prohibited in most jurisdictions. Just like Mr. Tusk in the Uber case, you will be guaranteed a fixed monthly retainer for your Government Relations efforts.

Q: What is the compensation plan?

Months	Shares, per month	Value, at the IPO	Value, target	Cash retainer	On non-GR business	Objectives
1-6	3,000	\$60,000	\$1.8M	none	20% + stock	A trial period, to validate transferability of your skills on SaaS project; initial wins
7-12	10,000	\$200,000	\$6M	\$5,000	20% + stock	Major wins
13-24	12,500	\$250,000	\$7.M	\$15,000	20% + stock	Legislation
25- 48	none	-	-	\$30,000	20% + stock	Solidifying the gains
Total, 48 ms	228,000	\$4.5M	\$137.M	\$930K	Est. \$42M	Estimated total: \$184M

The relationship will continue as long as both parties consider it advantageous. We use equity-based component of the compensation, as

1. Equity-based approach allows us to partner with Government Relations professionals who are confident of their ability to achieve results.
2. This approach allows us to grow much faster than organic growth possible solely on our revenues. The objective is to achieve market saturation before competition develops.
3. We believe that risk-takers should be properly rewarded. As Bradley Tusk shared in this [Vanity Fair article](#), *"I get a call one day saying, "Hey, there's a guy with a small transportation start-up. He's having some regulatory problems, talk to him." The guy turns out to be [Uber CEO] Travis Kalanick. Travis says, "We can't afford your fee. Would you take equity?" And, thank God, I said yes."*

Q: Whom may I approach?

- The Governor, the AG, the State Auditor, The Treasurer, the CIO of the state
- Legislature - to pass bills / addendums requiring state or city contractors to provide transparent verification of billable hours, or
- Adding this requirement to the state budget or an appropriation
- Government Agencies - they can introduce the same requirement in a regulation or new guidance, or even put transparency as a condition or a preference in RFPs.
- Large corporations.
- You may pursue clients outside of your Territory but after checking the list of clients with us, to avoid overlapping.
- Media, to raise awareness of the overbilling issue and our solution.

Q: Whom will I be working with?

1. [Mark Burtschi](#) - our SVP who's in charge of our Government Relations efforts.
2. [Ken Arredondo](#) - our Director, a former President of CA Technologies and [Jorge Titinger](#) - our advisor and a recent CEO of CGI; they may be representing TransparentBusiness on important meetings.
3. [Alex Konanykhin](#) - co-founder and CEO of TransparentBusiness, a serial entrepreneur who had [created the largest commercial bank](#) in Russia by age of 25, before immigrating to the United States in 1992.
4. [Silvina Moschini](#) - one of two co-founders and the President of TransparentBusiness as well as the CEO of Yandiki and SheWorks. Watch her [presentation to Citigroup](#) and the feedback of their Global Head of Business Intelligence. She often represents TransparentBusiness group at high-level meetings, major events and in media:



Q: What is unique about this opportunity? Rarely there's a solution which offers such a massive benefit to the governments at no cost to them. Fraud prevention is a bipartisan issue which is hard to oppose.

Q: What is your intended Exit Scenario?

Fast growth to nine-figure revenues, [negotiating funding "Uber-style"](#) from major investment banks, preparing and conducting a major IPO.

As our revenues and/or equity funding are sufficiently high, we intend to make stock repurchase offers to our Government Relations professionals, at pricing not lower than a dollar per share.

Q: How long does due diligence and new vendor approval process takes?

In most cases, we can bypass due diligence and new vendor approval process as TransparentBusiness is [available from ADP](#), the [tech giant which dominates payroll processing](#) in the USA.



For 650,000+ of corporate clients of ADP, TransparentBusiness is available from their existing and trusted vendor.

Q: Are you on the GSA Schedule?

We are not trying to sell directly to the government; if the government imposes the “transparent verification of billable hours” requirement on its contractors it will be contractors which will be the clients; GSA schedule is therefore not needed.

That said, we are in process of obtaining GSA Schedule, just in case an opportunity will later develop to sell to the government directly.

Q: Does TransparentBusiness have to be specifically mentioned in the bill or regulation?

While even a generic requirement of transparent verification of billed hours would result in substantial business for TransparentBusiness due to lack of strong competitors, it is possible and highly desirable to include TransparentBusiness as an approved or recommended or required solution.

For example, the federal government requires all its contractors to have a DUNS number from D&B. Similarly, [GSA requires](#) all applicants for GSA Schedule to obtain Identity Certificate from one of two authorized providers.

Continued -->

Q: What steps shall I take to participate in this Program?

Email Mark Burtschi at mburtschi@transparentbusiness.com a summary of why we shall chose your firm to represent TransparentBusiness. Please provide responses to the following questions:

Principal Representative: [text, include contact info](#)

Additional team members (if any): [text, include contact info](#)

Name of your firm: [text, include EIN](#)

Mailing address, to send fliers: [text](#)

Please highlight the appropriate option in choices in magenta. Example: **Yes / No**
Feel free to add new blocks / text at the end of this Questionnaire.

Business Development

Q: Do you have suitable connection with major corporations in outside of your state?

In your state: [Yes / No](#) [text](#)

In other states: [Yes / No](#) [text](#)

Internationally: [Yes / No](#) [text](#)

Our objective is to provide you with an opportunity to earn exceptional financial compensation and multiply it at the IPO through the matching equity awards. Prior to accepting our proposal, you surely estimated the potential of this opportunity for your firm. Please share your non-binding expectations so that we could track your actual performance against the original goals:

- 2017: [for TransparentBusiness / your commissions and equity](#)
- 2018: [for TransparentBusiness / your commissions and equity](#)
- 2019: [for TransparentBusiness / your commissions and equity](#)

Q: Have you complied with the registration requirements imposed by laws of your state? [Yes / Not yet](#)

Comments: [text](#)

Q: Have you reviewed [the summary of our Government Relations program](#), including the videos which outline the benefits of transparency? [Yes / Not yet](#)

Which officials do you plan to target?:

Governor

[no plans to target / no access / good access / pitched](#)

Comments: [text](#)

CIO of the State

AG uses contract lawyers which bill for their time.

[no plans to target / no access / good access / pitched](#)

Comments: [text](#)

State Legislature

Can you cause a bill or addendum requiring transparent verification of billed time introduced? (Possibly as a provision of the state budget.)

[Yes / No](#)

Comments: [text](#)

Attorney General

AG is responsible for fighting the Fraud, Waste and Abuse. AG can usually submit bills in Legislature. AG uses contract lawyers which bill for their time.

[no plans to target / no access / good access / pitched](#)

Comments: [text](#)

State Auditor

Auditors currently lack tools to verify accuracy of contractor billing.

[no plans to target / no access / good access / pitched](#)

Comments: [text](#)

State Treasurer

Tasked with safeguarding State funds

[no plans to target / no access / good access / pitched](#)

Comments: [text](#)

Chief Procurement Officer

In charge of procurement policies of the State

[no plans to target / no access / good access / pitched](#)

Comments: [text](#)

Department of General Services

The primary contracting agency of the State

[no plans to target / no access / good access / pitched](#)

Comments: [text](#)

Other Departments

[no plans to target / no access / good access / pitched](#)

Comments: [text](#)

Economic Development Office

- TransparentBusiness can reduce unemployment in by enabling state residents to seek remote job opportunities globally instead of being limited to local opportunities only.
- TransparentBusiness can alleviate the traffic problems and ecological issues by enabling telecommuting and reducing commuting.
- TransparentBusiness helps retain tech talent in the state: they no longer have to move to Silicon Valley, etc. to work with major tech companies.

[no plans to target / no access / good access / pitched](#)

Comments: [text](#)

Major Cities

Can you introduce benefits of transparency to the mayor, auditors of major cities or their staff?

[Yes / No](#)

Comments: [text](#)

Q: What are the major overbilling schemes discovered in your state during the last 20 years, which would have been preventable by TransparentBusiness?

Response: [text](#)

Q: Are there any laws enacted or bills introduced to curb contractual overbilling in your state? Response: [text](#)

Q: Do you have suitable government connection outside of your state? [Yes / No](#)

Comments: [text](#)

Q: Do you have recommendation for Government Relations or Business

Development representatives for TransparentBusiness outside of your state(s)? [Yes / No](#)

Comments: [text](#)

Q: Have you have ability to bring media attention to the benefits of transparency? [Yes / No](#)

Comments: [text](#)

Q: Have you get support of important politicians, watchdog groups or NGOs? [Yes / No](#)

Comments: [text](#)

Q: Have you have plans of visiting Washington DC in the near future? [Yes / No](#)

Comments: [text](#)

Q: Have you have recommendations on optimizing our campaign / messaging? [Yes / No](#)
Comments: [text](#)

Thank you for completing this form! We hope that TransparentBusiness will become your best client!